



Idaho Outdoor Journal is statewide outdoor recreation and resources monthly web and print publication that prints, currently, 18,000 issues and is projected to print 20,000 by July 2012.

Idaho Outdoor Journal (IOJ) provides Idaho's outdoor enthusiasts with a reliable, two-tiered access to current news on outdoor activities along with associated relevant political, environmental and educational information.

Tier One is the printed publication, already extant, under the banner Idaho Outdoor Journal.

The printed publication differs from local daily newspapers with more in-depth, top quality magazine-type outdoor information coverage and therefore a longer shelf life than a daily or weekly paper. Readers enjoy a vicarious connection to their favorite outdoor activity through quality writing, photography, illustrations and maps.

Tier Two is a web site titled Idaho Outdoor Journal Web and planned for launch shortly.

The IOJ web site allows subscribers instant access to outdoor reports and other news and information with direct links to available resources. It also provides resources ranging from books to maps and other recreation-specific materials for subscribers.

IOJ is the general title for referencing both entities throughout this business plan.

Both tiers of IOJ focus on the accurate reporting of the news and information needed to keep outdoor enthusiasts fully informed about their areas of activity. Both tiers also serve to heighten their awareness of their role as informed stewards of Idaho's resources and environment.

IOJ, the publication, is a one-of-a-kind monthly (10 times a year) outdoor recreation publication delivering outdoor news and information to an audience of Idahoans who actively use outdoor resources.

Presently, advertisers who advertise in the printed publication will get advertisements on the web. A web advertising strategy is under development.

Distribution—17,000 statewide

## Display Advertising

Size/Column Inches	1x	2-6x - 10% disc.	7-12x - 20% disc.
Inside (Page 2)	\$1,438	\$1,294	\$1,150
Inside back	\$1,438	\$1,294	\$1,150
Back page	\$1,563	\$1,407	\$1,250
Full Page/80 inches	\$938	\$844	\$750
3/4 page /60 inches	\$775	\$698	\$620
1/2 page/40 inches	\$569	\$512	\$455
1/4 page/20 inches	\$310	\$279	\$248
1/8 page/10 inches	\$168	\$151	\$134
Double Truck (inside center, two-page spread)	\$1,876	\$1,668	\$1,500

**Inserts** (Additional costs apply for multi-page inserts)

\$495

## Directory Advertising

**Community Pages** (Scanned business card size ad or digital equivalent)

For \$245, you get three consecutive months on your community page (about \$81 a month). Give us your business card in a digital format and we will place your card on your community page. We will then have a local writer report about what is going on in your community.

### Darn Good Deals

For \$345 you get an ad the size of two business cards. With your card and extra space, you can include a coupon or special offer for your products or services. You can provide the coupon or special offer text in a digital format or we can design it for you.

## Mechanical Specifications

### Mechanical Specification and Requirements

Size	Measurements		
<b>Full Page</b>	5 col x 15.75"	<b>Quarter Page</b>	3 col x 5.75" – 5 col x 3.75"
<b>Three Quarter Page</b>	5 col x 11.75"	<b>Eighth Page</b>	2 col x 5" – 3 col x 3.33"
<b>Half Page</b>	5 col x 7.75"		

Mechanicals

1 col = 1.875" – 2 col = 3.975" – 3 col = 6.042" – 4 col = 8.125" – 5 col = 10.1875"

**Composition:** Halftones: 100 line screen preferred. 60% shadow; 40% midtone; 5% highlight dot.

**Submitted Ads:** When sending ads on disk, please include the Quark document, all fonts used in ad, any graphics/art used in ad, a hard copy of the ad, contact name and phone number.

**Pre-Printed Inserts:** Folded size of insert cannot exceed the inside dimension of the folded newspaper (8 ½ x 11). Space reservations and sample copy needed 15 days in advance of publication as periodicals are subject to Postmaster approval. All inserts must be delivered to printer and labeled with its specific date of the issue.

**Digital Media:** CD or Zip disks are acceptable. Software acceptable includes QuarkXpress ver. 3.0 to 4.1 only, Adobe Photoshop 4.0 or 5.5, Adobe Illustrator 8.0 or 10, Freehand 5.0 or 8.0, Fetch (for uploading ads to our FTP site – available at Fetch.net) or Microsoft Word. Client needs to send images as a separate attachment. Word docs images are printable.

## Billing and Payment

Idaho Outdoor Journal shall bill advertiser monthly on or about the first calendar day of the month.

**Terms:** In the event the bills for payment are placed in the hands of an attorney for collection, the advertiser agrees to pay for collection, including any reasonable attorney fees. If the advertiser does not meet the minimum advertising contracted for, the established rate for the advertising actually used will apply.

All provisions, representations, and warranties are expressed wherein to be valid. I, as an authorizing agent for the advertiser, acknowledge the terms and conditions of this contract and personally guarantee payment of all sums due hereunder including costs of collection and attorney's fees and costs.

Advertiser represents that it has without copyright or other infringement, all rights to the use of all logos, artwork, photographs, text, images, sound bites, music, video, audio and design concepts and any other elements used to produce print and online advertising.

Advertiser shall indemnify and hold Idaho Outdoor Journal harmless for any and all copyright or other claims arising out of the design and content of the advertiser's advertising due to the actions or inaction of advertiser.

## Agency Rate

Add 15 percent for all cost subject to agency commission.

Joe Evancho

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